



Professional Marketing Made Easy for Small Business

Berkeley, California, October 5th, 2005 – bluevizia, a spin-off of the well-known ICYGEN LLC, announces that its software family for Marketing, PR and Recruitment Management is now available in Germany after its success in other European countries.

The software suite offers extensive expert knowledge and tools for recognition and management of the critical for the company success activities. The easy to install software has versions for Microsoft Windows, Mac OS X 10.3.0 and Linux 2.4.x/2.6.x environments.

The offered solutions are meant for startups and small businesses. Often there is a lack of know-how, money and/or resources for the efficient management of the business processes. That lack slows down the success and increases the risk of failure.

„It is no use offering a good service or an innovative product if you do not know how to bring them successfully to the market“, says Konstantin Hristov, Business Development Manager of bluevizia. „With our tools we want small businesses, startups and even beginners and trainees at marketing or HR positions to manage the processes and implement them professionally and successfully the way the Biggies do it and to reach their clients. Our cost-effective products allow this without requiring any expert knowledge.“

bluevizia innovative software tools are designed as interactive advisors. They are fast and easy to use. The software suite includes the following five independent, yet complementing each other, applications:

- bluevizia Marketing Manager
- bluevizia Internet Marketing Manager
- bluevizia PR Manager
- bluevizia Advertising Manager
- bluevizia Recruitment Manager

Each application provides extensive expert knowledge, instruments and instructions on how to act and makes it possible to increase the awareness, to position precisely, to recruit professionally and thus be successful on the market.

Previous knowledge is required neither for the installation nor for the use of the software. The easy-to-follow navigator guides the user through the application and makes its various functions easy to use. The different modules make it possible even for an inexperienced user to develop, tailor and successfully implement suitable for the client solutions.



About bluevizia

bluevizia is a trailblazer in the area of marketing software, providing a broad range of platform-independent software in English, French and German, designed to help individuals, small and mid-sized businesses, consultants and experts alike manage their marketing activities.

Headquartered in Berkeley, California, bluevizia has operations in the United States, France, Germany, Switzerland and Bulgaria.

More information is available at www.bluevizia.com.

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